



PUBLIC NOTICE

Community Relations and Outreach Committee

Tuesday, September 24, 2013

7:30 a.m. – 9:00 a.m.

Location: Alameda Hospital (Dal Cielo Conference Room)
2070 Clinton Avenue, Alameda, CA 94501
Office of the Clerk: (510) 814-4001

This is being noticed as a Board meeting as a quorum may be present. Ex-officio members and non-committee members cannot vote on any item, whether or not a quorum of the Board is present. Members of the public who wish to comment on agenda items will be given an opportunity before or during the consideration of each agenda item. Those wishing to comment must complete a speaker card indicating the agenda item that they wish to address.

- I. Call to Order Terrie Kurrasch
- II. Approval of Minutes: March 26, 2013, June 25, 2013, July 23, 2013 (Action Item) Terrie Kurrasch
[ENCLOSURE]
- III. Presentation: Covered California / Health Care Reform
Alex Briscoe, Agency Director, Alameda County Health Care Services Agency
- IV. District | Hospital Updates Tony Corica
- V. Community Relations / Outreach Update Louise Nakada
 - a. Harbor Bay Club Women’s Health and Fitness Fair: September 25, 2013
 - b. Everything Alameda: September 28, 2013
 - c. Community Health Fair: October 19, 2013, 9 a.m. – 12 p.m.
 - d. Community Stroke Risk Assessments: November 8, 2013, 1 p.m. – 4 p.m.
- VI. Foundation - Kings of Hearts Annual Fall Gala: October 12, 2013 Louise Nakada
- VII. Physician Relations Tony Corica
- VIII. Board / Committee Comments
- IX. Public Comments
- X. Adjournment
- XI. Next Meeting: November 26, 2013



Minutes of the Community Relations Committee

March 25, 2013

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>	<u>Management Present:</u>
Jordan Battani, Co-Chair		Terrie Kurrasch, Co-Chair Mike McMahon Monica Valerio	Bill Withrow Jim Franz Tracy Zollinger, L.Ac.
			Deborah Stebbins Tony Corica Richard Espinoza
			Louise Nakada Dennis Elo

Absent:

Tracy Jensen	Jim Yeh, DO	Jeptha Boone, MD Shubha Fanse		
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Submitted by: Erica Poncé

Topic	Discussion	Action / Follow-Up
I. Call to Order	Terrie Kurrasch called the meeting to order at 7:35 a.m.	
II. Minutes	Approval of November 27, 2012 and January 22, 2013 minutes	Tracy Zollinger moved to approve the minutes. Bill Withrow seconded the motion. Motion carried.
III. Slate of 2013 Committee Membership	Terrie Kurrasch presented the slate for 2013 committee membership for recommendation to the Board of Directors. New members include: Karen Fong, Jaseon Outlaw, and Bill Pai.	Bill Withrow moved to recommend the proposed members. Tracy Zollinger seconded the motion. Motion carried.
IV. Leveraging the Community Network	Jordan Battani discussed the committee's role in leveraging the various networks of the members. Suggestions for outreach to community organizations was discussed.	No action was taken.
V. CEO Update	Deborah Stebbins discussed the Health Care Exchange, the need to educate	No action was taken.

	the community, and to partner with the County, City, and schools in the Fall. She also presented a Hospital update about potential partnerships and fiscal sustainability. The Committee members discussed possible venues for community outreach to communicate Hospital information and updates.	
V. Board Committee Comments	There were no Board comments at this time.	
VI. Public Comments	There were no public comments at this time.	
VII. Adjournment	The meeting was adjourned at 9:00 a.m.	
VIII. Next Meeting	The next meeting date was announced for May 21, 2013 at 7:30 a.m.	

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Minutes of the Community Relations Committee

May 29, 2013

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>	<u>Management Present:</u>
Jordan Battani, Co-Chair		Terrie Kurrasch, Co-Chair Mike McMahon Monica Valerio Shubha Fanse	Bill Withrow Jaseon Outlaw Jeptha Boone, MD Jim Franz
			Deborah Stebbins Tony Corica Richard Espinoza
			Dennis Eloie Louise Nakada Kristen Thorson

Absent:

Tracy Jensen	Jim Yeh, DO	Mike Wong Bill Pai	Jackie Krause Tracy Zollinger, L.Ac. Karen Fong
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Submitted by: Erica Poncé

Topic	Discussion	Action / Follow-Up
I. Call to Order	Jordan Battani called the meeting to order at 7:35 a.m.	
	a. Introductions Self-introductions were made by attendees as there were new members in attendance.	
II. CEO Report		
	a. Proposed Affiliation & Letter of Intent with Alameda Health System Ms. Battani and Ms. Stebbins gave a presentation on the proposed affiliation with Alameda Health System. Copies of the presentation were distributed and are available through Hospital Administration. The Committee provided feedback on the presentation as it is intended to be used for the public forums in July and August. Mr. Franz felt it was important to emphasize the parcel tax and the role of the District Board going forward. Mr. Franz also suggested that a Public forum be held on the West End of Alameda. Ms. Kurrasch stated that there was a lot of information on the slides and suggested that the presentation	No action was taken.

	be modified and tailored to specific groups and presentations. Management stated that a Public Forum will be planned for the West End and the presentation will be reviewed prior to the next meeting / presentation to include feedback from the Committee.	
III. District Hospital Updates	<ul style="list-style-type: none"> a. Community Relations and Outreach b. Auxiliary / Foundation c. Physician Relations 	Discussion and presentation District Hospital Updates was deferred in the interest of time.
IV. Board Committee Comments	There were no Board comments at this time.	
V. Public Comments	There were no public comments at this time.	
VI. Adjournment	The meeting was adjourned at 8:54 a.m.	
VII. Next Meeting	The next meeting date was announced for July 23, 2013 at 7:30 a.m.	

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Minutes of the Community Relations Committee

July 23, 2013

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>	<u>Management Present:</u>		
Jordan Battani, Co-Chair		Terrie Kurrasch, Co-Chair Bill Pai Bill Withrow	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Karen Fong Shubha Fanse Tracy Zollinger, L.Ac.</td> <td style="width: 50%; border: none;">Deborah Stebbins Louise Nakada Brian Jung</td> </tr> </table>	Karen Fong Shubha Fanse Tracy Zollinger, L.Ac.	Deborah Stebbins Louise Nakada Brian Jung
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<u>Absent:</u>					
Tracy Jensen	Jim Yeh, DO	Mike McMahon Monica Valerio	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Jaseon Outlaw Jeptha Boone, MD Jim Franz</td> <td style="width: 50%; border: none;">Richard Espinoza</td> </tr> </table>	Jaseon Outlaw Jeptha Boone, MD Jim Franz	Richard Espinoza
Jaseon Outlaw Jeptha Boone, MD Jim Franz	Richard Espinoza				
<u>Submitted by:</u> Erica Poncé					
Topic	Discussion	Action / Follow-Up			
I. Call to Order	Ms. Kurrasch called the meeting to order at 7:30 a.m. without a quorum.				
II. Approval of Minutes	March 26, 2013 and June 25, 2013	Approval of the minutes was deferred due to the lack of a quorum.			
III. District Hospital Updates	a. Community Relations and Outreach Ms. Nakada reviewed the upcoming community outreach events and activities that the Hospital will be involved with over the next several months. <ul style="list-style-type: none"> i. Meals on Wheels Community Fair: July 21, 2013 ii. Park Street Art and Wine Fair: July 27, 2013 iii. Neptune Beach Community Festival: September 7-8, 2013 iv. Stroke Risk Assessment: September 13, 2013 	No action taken.			

	<ul style="list-style-type: none"> v. Mastick Senior Center Open House: September 15, 2013 vi. Harbor Bay Club Women’s Health and Fitness Fair: September 25, 2013 vii. Everything Alameda: September 28, 2013 viii. Girls Inc. Eureka Program: July-August 2013 <p>b. Foundation</p> <ul style="list-style-type: none"> i. Alameda Hospital Foundation Fall Gala: October 12, 2012 <p>Ms. Nakada asked the committee to save the date for the upcoming Foundation Fall Gala honoring Drs. Stephen Raskin and Denis Drew.</p> <p>c. Physician Relations</p> <p>Mr. Corica announced that a new general surgeon, John Lee, MD will be starting in August. Mr. Pai offered to place an announcement about the new General Surgeon on the new Harbor Bay Website.</p> <p>The committee discussed having a presentation on Health Care Reform and suggested inviting Alex Briscoe, Alameda County Health Care Services Agency Director, to present at the next meeting. Management will follow-up on the request by the committee.</p>	
IV. CEO Report		
	<p>a. Affiliation Telephone Survey Results</p> <p>Ms. Stebbins presented the results of the telephone survey conducted after the announcement of the Letter of Intent regarding the proposed affiliation with Alameda Health System (AHS). Ms. Stebbins noted that overall the results were very positive and indicated that residents of Alameda were in favor of such affiliation.</p> <p>Ms. Fanse opened discussions with the committee regarding increased volume in the emergency room due to the affiliation. Ms. Stebbins noted that new volume from AHS will be primarily surgical and medical volume at the beginning. She said there may be an increase in ER volume, and that our emergency room had capacity to handle incremental increases. Staff may need to be added as volume increases.</p> <p>Ms. Zollinger commented that she has had conversations with her patients regarding the parcel tax and the continuation of it with the affiliation. She has told patients that the \$298 / year is minimal amount for health care services on the island. Director Battani noted that the</p>	No action was taken.

	parcel tax was an important component and revenue stream to AHS of the affiliation agreement. Ms. Fanse inquired about the term of the agreement. Ms. Battani replied that there are certain unwind provisions in the LOI and in 2020, there would be the need for discussions with AHS regarding plans for 2030 seismic requirements.	
V. Board / Committee Comments	There were no Board or committee comments.	
VI. Public Comments	There were no public comments.	
VII. Adjournment	The meeting was adjourned at 8:30 a.m.	
VIII. Next Meeting	The next meeting date was announced for September 24, 2013 at 7:30 a.m.	

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